



Figure 1

FIG. 2

200

CUSTOMER-PROVIDED DATA MANAGEMENT

202
CONFIGURE A CONTENT DATABASE OF PRODUCT DATA SETS

204
STORE CUSTOMER-PROVIDED DATA IN
VENDOR DATABASE WITH I.D. CODE

206
GENERATE CUSTOMER-BEHAVIORAL DATA IN
RESPONSE TO DATA SELECTIONS MADE AT
AN INFORMATIONAL DATABASE

208
STORE CUSTOMER-BEHAVIORAL DATA IN
VENDOR DATABASE WITH I.D. CODE

210
SELECT A DATA SET AS A FUNCTION OF THE
CUSTOMER-PROVIDED/CUSTOMER-BEHAVIORAL DATA

212
CONSTRUCT A COMMUNICATIONS
MESSAGE FROM A DATA SET AS A FUNCTION
OF A CUSTOMER REQUESTED DELIVERY DATE

214
SEND DATA SET/MESSAGE TO CUSTOMER
VIA COMMUNICATIONS NETWORK

216
CAPTURE CUSTOMER-BEHAVIORAL DATA FROM
CUSTOMER REVIEW OF DATA SET/MESSAGE

FIG. 2